

Message Text

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ORIGIN ARA-10

INFO OCT-01 ISO-00 EB-07 COME-00 AID-05 RSC-01 /024 R

DRAFTED BY ARA/CAR/T:TEMACKLIN

APPROVED BY ARA/CAR:JRBURKE

ARA/ECP:WFALKNER

COMMERCE:JGARNER

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R 202152Z DEC 74

FM SECSTATE WASHDC

TO AMEMBASSY PORT OF SPAIN

UNCLAS STATE 279221

E.O. 11652: N/A

TAGS: BEXP, TD

SUBJECT: WASHINGTON ACTION STAFF MEETING ON COMMERCIAL
ACTION PROGRAM

REF: A-88, OCTOBER 29, 1974

1. WASHINGTON ACTION STAFF MET NOVEMBER 27 TO DISCUSS
EMBASSY'S COMMERCIAL ACTION PROGRAM. WAS COMMENDS EMBASSY
ON WELL ORGANIZED, THOUGHTFUL CAP AND WISHES TO MAKE THE
FOLLOWING OBSERVATIONS:

A. CAMPAIGN NO. 1, ALTHOUGH MORE A PROMOTIONAL EVENT
THAN A CAMPAIGN, IS WORTHY EXERCISE AND WILL HOPE-
FULLY RESULT IN INCREASED SALES OF U.S. PRODUCTS.

B. CAMPAIGN NO. 3, WAS NOTED DECLINING U.S. MACHINERY
SALES IN TRINIDAD AND TOBAGO FROM A-81, OCTOBER 17,
1974, AND COMMENDS EMBASSY FOR CAMPAIGN NO. 3
WHICH WAS SEES AS EMBASSY EFFORT TO IMPROVE U.S.
SHARE OF MARKET.

C. U.S. DEPARTMENT OF COMMERCE IS PLANNING SOLO
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EXHIBITION OF U.S. MEDICAL AND HOSPITAL EQUIPMENT

IN CARACAS JUNE 16-20, 1975. EMBASSY SHOULD BRING

THIS TO ATTENTION OF POTENTIAL PURCHASERS IN
TRINIDAD AND TOBAGO.

D. WAS REGRETS THAT THERE ARE NO ADDITIONAL FUNDS
AVAILABLE FOR LUNCHEON SUGGESTED IN CAMPAIGN
NO. 4, ACTION 5.

E. WAS AGREES THAT THERE IS NO NEED TO GO THROUGH
COUNTER RESTRAINT EXERCISE SUGGESTED BY A-4304.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 20 DEC 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE279221
Document Source: CORE
Document Unique ID: 00
Drafter: TEMACKLIN
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740372-0061
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741218/aaaaaous.tel
Line Count: 73
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 74 A-88, 74 OCTOBER 29, 74 1974
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 26 SEP 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <26 SEP 2002 by ReddocGW>; APPROVED <06 JAN 2003 by MorefiRH>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: WASHINGTON ACTION STAFF MEETING ON COMMERCIAL ACTION PROGRAM
TAGS: BEXP, TD
To: PORT OF SPAIN
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005